TIME: ~~10:24~~ ~~11:29~~ ~~3:59~~ ~~8:59~~ 7:29
DATE: ~~Wednesday~~ TUES.
SPONSOR: PIERCE'S PAINT AND ART STORE
SOLICITOR: DMC

WHY DON'T YOU FRAME THAT MASTERPIECE OF YOURS? IT HARDLY COSTS A THING WHEN YOU HAVE IT DONE AT PIERCE'S PAINT AND ART STORE! PIERCE'S SPECIALIZES IN MAKING FINE FRAMES FOR YOUR PICTURES. THEY'LL MAKE A FRAME FOR YOU OF ANY SIZE, SHAPE, AND COLOR YOU WANT IT--AND THEY ALWAYS DO A GOOD PIECE OF WORK TOO. IF YOU'VE GOT SOME JAPANESE PRINTS THAT YOU'D LIKE TO DO JUSTICE TO, HAVE PIERCE'S FRAME THEM FOR YOU IN EXOTIC-LOOKING BAMBOO WOOD. IF YOU'LL LIKE TO MAKE YOUR OWN FRAMES, HOWEVER, YOU CAN BUY SPECIAL KITS AT PIERCE'S PAINT AND ART STORE THAT HAVE ALL THE NECESSIARY MATERIAL AND COMPLETE INSTRUCTIONS FOR MAKING A LOVELY FRAME. REMEMBER TOO THAT ONLY AT PIERCE'S PAINT AND ART STORE CAN YOU GET A TEN (10%) PERCENT DISCOUNT ON EVERYTHING YOU BUY--YEAR 'ROUND. PIERCE'S IS LOCATED AT196 MAIN STREET, ACROSS FROM CITY HALL. THEY'RE THE LARGEST PAINT AND ART SUPPLY STORE IN WESTERN MASSACHUSETTS.

YOU ARE TUNED TO 600, THE VOICE OF SMITH COLLEGE, WCSR, in Northampton.

THE CORRECT TIME IS NOW 13:00, ~~COURTESY OF WINTHROP FOSTER'S CAMERA STORE, "THEY HAVE THE FILM, THEY LOAD YOUR CAMERA."~~

ANNOUNCER'S SIGNATURE:

Saby Davis 2/17

2/23/54 ~~[illegible]~~

~~3/3/54~~ Barbara Toffelmier 2/24/54

3/2/54 ~~3/10/54~~ Helzner

4/27/54 Bunny Mann

5/4/54 Bunny Mann

3/9-